

WEEKLY PUBLICATION OF THE OVERSEAS PRESS CLUB OF AMERICA THE OVERSEAS PRESS BULLETIN

WORLD PRESS CENTER • PHONE LW 4-3500
54 WEST 40TH STREET, NEW YORK, N. Y. 10018

Vol. 20, No. 4

January 23, 1965



PLAYWRIGHT EDWARD ALBEE was drawn by artist Kay Kato during his OPC appearance. He autographed his approval.

Richard Barr

Albee: Give Plays Back to the Writer

By BLYTHE FOOTE FINKE

Give the American theatre back to the playwright was the plea made by Edward Albee, playwright and author of the new Broadway hit "Tiny Alice," Richard Barr, producer; and Alan Schneider, director, at the Club last Tuesday.

They addressed what must have been one of the largest lunches with top personalities in OPC history. Over 200 attended. The star of "Tiny Alice," Sir John Gielgud, bowed out at the last moment due to a sore throat.

"The Play as a Creation" was the theme of the discussion. The author, the playwright and the director talked of a harmonious relationship in existence five years and what it has contributed to "the fresh new currents in the American theatre."

In a rare mood of agreement for theatrical creators, the three plugged the primary idea that all other elements in production should be dedicated to

presenting the play as the author wrote it.

A straight-faced Albee, ready with wry humor in every answer to questions, said he felt theatre must not be given to the audience. "The playwright and the play are not the property of the audience." The play, he added, is the possession of the man who writes it. "He must communicate the ideas in which he believes. The audience should view the play without preconceptions, without demanding a set theatre."

Expressing full satisfaction with the encouragement given him by Barr and Schneider, Albee said both believe theatre belongs to the author.

The job of the director, he said, is to take what the author has put on paper; watch it through initial disintegration at the hands of actors; nurse it back from artificiality to reality. This, Albee said, both of his associates have done with "Tiny Alice."

(Cont'd on page 6)

SPEAKERS NAMED FOR CONFERENCE

As committeemen and women enter the final week of work on the 1965 College Editors Conference, Chairman Matthew Huttner and Reader's Digest coordinator Charles Pintchman report the event promises to be the best ever.

Louis Nizer, Harrison Salisbury, and Whitney Young will be featured speakers at special Conference events.

The response of Club members to the call to staff a series of geographic problem area seminars to be run for the college editors at the OPC on Saturday, Jan. 30 is most impressive. Included in the list are such outstanding journalists as Pauline Frederick, Marguerite Higgins, Juan de Onis, Emanuel Freedman, Sydney Gruson, Ben Grauer.

Here's how the conference schedule is shaping up: On Friday evening, Jan. 29, representatives of various news media will hold a panel discussion on employment possibilities in journalism.

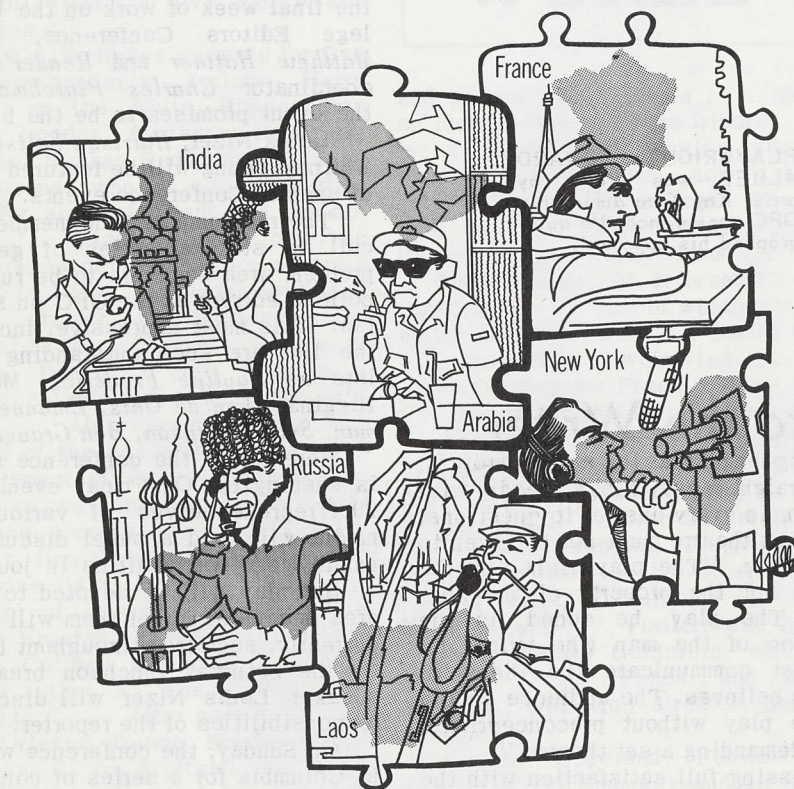
Saturday will be devoted to problem area seminars. Six of them will run concurrently, scattered throughout the OPC. At the Saturday luncheon break guest speaker Louis Nizer will discuss the responsibilities of the reporter.

On Sunday, the conference will move to Columbia for a series of conferences and the annual banquet. On Monday, the United Nations will host the students for a full day UN working session. The Coca Cola Company will provide lunch for the College Editors at the UN.

A conference secretary has been hired and is available at the OPC to handle any problems that might come up. She will be coordinating activities there for Huttner and vice chairman Ron Taggiasco. She can be reached at 736-2062.

PERSONAL COPY

Every week the Bulletin
reaches the men and women
who write the world's news



Extend your company's reach

Calendar

All reservations will be charged to members' accounts unless cancelled in writing 24 hours prior to function.

(Tapes of the Wednesday Luncheons are broadcast regularly at 5 p.m. over WNYC.)

Tues., Jan. 26 - Music Night, Metropolitan Opera Studio - 10th floor, 8:30 p.m.

Wed., Jan. 27 - Book Night for "Only You Dick Daring", by Merle Miller and Evan Rhodes. Cocktails, 6:30 p.m., dinner 7:30 p.m. \$4.20.

Thurs., Jan. 28 - Screenings of '36 Hours' at 1600 Broadway - 9th floor. 6:30-8:30 p.m. (See story pg. 3)

Wed., Feb. 3 - Luncheon, with S. O. Adebo, Nigeria UN Ambassador. 12:30 p.m. \$3.50.

Shannon Stopover Is Added Bonus On Charter Flight

A bonus stop of at least one hour in Shannon's famous free airport has been awarded to OPC Charter Fliers on their way home from London next June.

"This generous fillip from TWA will give members a last-minute chance to spend their foreign currency and shop for bargains," reported *Madeline D. Ross*, Charter chairman.

"I am glad to be able to announce at this early date the time schedule for OPC's 1965 Flight. We find the timing offered is the best of our five flights," she said. "We leave Kennedy International Airport at 6:30 p.m. Thursday, May 20, and arrive in Rome at 8:30 a.m. Friday. This allows for a full day on arrival. We return from London on Sunday, June 20, leaving the airport at 5 p.m., affording a good part of the day for individual pursuits before departing."

"On the way from London to New York, we land at Shannon at 6 p.m. We will leave Shannon about 7:30 p.m. and arrive in New York at 9:30 p.m., early enough to be ready for work the next day."

"As usual, we have had some drop-outs and accordingly have some seats available. Besides the non-refundable fee of \$10 (which goes to OPC), the tab for the round trip is \$298, New York to Rome, London to New York."

"We are planning to have this flight of the memorable quality of previous projects", Miss Ross continued.

It is open to members only with their husbands or wives - if accompanied by the member. Checks should be made out to OPC Charter Travel.

What's TV Really Like? Find Out At Wed. Book Nite

The OPC audience at next Wednesday's Book Night for *Only You Dick Daring* will get a behind-the-scenes picture of what television programming is really like from authors Merle Miller and Evan Rhodes.

They will be joined by panelist Marya Mannes, the well-known writer and lecturer who often has found a target in the television industry.

Although the authors have handled their story (subtitled *Or How to Write One Television Script and Make \$50,000,000*) with humor, it is based on the authors' actual experiences in preparing a script for a new TV series for Jackie Cooper. The difficulties the writer went through during preparation of the script, which was ultimately turned down, are all vividly presented in the book. The authors have named names (and some famous ones, too) of the people involved.

Miller, who is the author of some nine successfully published books, had written two popular TV series for Cooper previously — "Hennessey" and "The People's Choice". This is his first collaboration with Evan Rhodes.

Clifford Evans, producer of WOR-TV's "Ladies of the Press" series, will moderate the session.

Cocktails will be served at 6:30 p.m., followed by dinner at 7:30 p.m. Discussion will begin promptly at 8:30 p.m.

'36 HOURS' SCREENING FOR MEMBERS THURSDAY

Screenings of the new M-G-M picture, "36 Hours", starring Eva Marie Saint, Rod Taylor and James Garner, have been set up for OPC members on Thursday night.

Showing will be at 6:30 and 8:30 p.m., on the 9th floor at 1600 Broadway. Members (and one guest) may pick up their tickets at the OPC desk. Capacity is limited to 75 persons per screening.

\$250 GIFT HONORS KATHRYN MESSNER

A \$250 donation in memory of *Kathryn Messner*, OPC member who died last August, has been received by the Overseas Press Club Foundation.

A check for that amount has been turned over to the Foundation from *Philip Wittenberg*, executor of her estate.



CRITICIZES COMMERCIAL NETWORKS: John F. White, president of educational television network NET, chided networks for their lack of dedication in setting up an international television cooperation body. Scene was OPC's Bistro room.

NETWORKS 'DON'T WANT' UNION FOR TV COOPERATION, SAYS WHITE

NET President John F. White scored US networks for allegedly footdragging in setting up a broadcasting organization for international cooperation.

"The networks don't want such an organization in this country," he told OPC luncheon guests last week.

During the Club session, the head of the educational television network spelled out some reasons why he felt the commercial networks had failed. Representatives of each of the three major networks were at the luncheon to comment on and rebut White's arguments.

American broadcasters have not come to grips with the problem White declared. One reason for this is that "the myth pervades all our organizations that other broadcasting organizations are controlled by governments."

He stated this is untrue and that the very purpose for such bodies as the EBU (European Broadcasting Union) was to place control and responsibility in the hands of the broadcasters "where it belongs".

"Who is there at these meetings representing the US?" he asked. "Usually it's the network's news correspondent or the film salesman, or no one at all."

American presence at such sessions was not as full-fledged, voting participants but only as invited guests and observers, White pointed out.

ABC International's Jim Larkin answered that he felt US participation in

the unions perhaps was inappropriate. "I felt that this is only right," he commented. "After all, the organizations were established for the Europeans."

ABC opposed the establishment of a new American broadcasting union, he stated. "We felt we don't need another union here because we have the NAB (National Association of Broadcasters). He said he did approve of an idea to extend NAB membership to Canada and Mexico.

White replied that he found Canada and Mexico willing, but "It's only that section in the middle that can't seem to get together."

NBC's *Russell Tornabene* said while his network was in favor of the principle of international cooperation and would support it, he himself has found that "European broadcasters think a lot about the cooperation the American networks can give them — in their terms."

He said that while in Europe he went over a list of possible items for cooperation with a foreign broadcaster and found that there wasn't one item which didn't present legal problems. Cooperation will come, he said, "when we start talking the same language."

Howard Kany represented CBS at meeting. He denied that the networks were against the aims of cooperation and enumerated many of the areas in which his network has and is negotiating and working toward that end.

The discussion was moderated by Club program chairman, *Joseph Newman*.

OUTSIDE RED CHINA

**"American newsmen ... are
forced to sit on the periphery
and try to piece together
into meaningful dispatches
information filtering out of China"**

By CHARLES R. SMITH
UPI Hong Kong Correspondent

American newsmen report developments inside Communist China by sitting outside and reading thousands of printed words daily, and talking to the few people who cross back and forth through the Bamboo Curtain.

American foreign correspondents study every scrap of paper passed through the Bamboo Curtain and listen to hours of Peking Radio broadcasts for a glimpse at the world's most populous nation. From these indirect sources, the experienced newsmen is able most of the time to make fairly accurate estimates of what is happening to 650 million Chinese living under Chairman Mao Tse-Tung's rule.

Authorities in Peking have opened the Bamboo Curtain slightly in recent months. They are letting in more non-Communist foreign businessmen, a trickle of well-screened tourists and a handful of newsmen.

But American newsmen still are barred from the China mainland, a vast area about the size of the United States where almost one-fourth of the world's people live.

American newsmen reporting on China are forced to sit on the periphery and try to piece together into meaningful dispatches information filtering out of China.

The best listening posts are Hong Kong and Tokyo.

Hong Kong, being closest and the main gateway to the China mainland, undoubtedly is the best. There is no lack of information on China and Chinese affairs here. The problem is evaluation.

What are the sources of information?

Official information, propaganda, is plentiful. It is dispensed in a variety of ways.

The major Communist Chinese news agency, or news outlet, is Hsinhua, better known outside China by its English name, the New China News Agency (NCNA). This is an official agency, directly under the control of the state council.

Next in importance for those on the outside looking in is Peking Radio, which broadcasts in a babel of voices around the clock. On the average, more than two hours of its broadcast day in the English language is devoted to news. But most of the news used by Peking

Radio originates with NCNA.

These are the best sources of information available to newsmen inside or outside the country on foreign policy matters. Since they are state-controlled, any statement or comment on foreign policy can be considered authoritative.

Simply by reading the New China report daily, an American journalist can pick up significant changes or trends in China's foreign policy rather easily.

Chinese relations with other members of the Communist bloc are more difficult to interpret because of the Communist method of attack by innuendo. But this has become less difficult since the Sino-Soviet ideological feud erupted into a public name-calling exercise.

Reading between the Lines

For a long time before the dispute became so public, the Chinese never attacked the Russians directly or by name. They talked about Yugoslav President Josip Tito, but it was not too long before correspondents knew they really were attacking Soviet Premier Nikita Khrushchev. The Chinese no longer bother to disguise their anti-Kremlin blasts.

The best sources of information on domestic policies are the newspapers and journals, published in China. These legally are not permitted out of the country, but most of them find their way through Hong Kong, where they are translated into English.

The main newspaper is the *Peking People's Daily* (*Renmin Ribao*). This is the organ of the Central Committee of the Chinese Communist Party. It is the first word on public pronouncements of policy in almost every field.

The People's Daily is one of the few newspapers legally permitted outside the country by the Peking regime.

Other leading official papers of the regime are the *Ta Kung Pao*, which features mainly economic news; the *Kwang-ming Daily*, which concentrates on cultural and educational news, and *Wen Wei Pao*, which is aimed at intellectuals.

Ta Kung Pao and *Wen Wei Pao* publish separate editions in Hong Kong.

There are scores of other newspapers and periodicals whose circulation is forbidden outside China. But many of them slip through and end up with the United States Consulate General in

Hong Kong.

There they are translated into English and the translations are made available free to scholars, newsmen, and just about anybody else interested in keeping abreast of Chinese affairs. Diligent reading of these translations gives considerable insight into what is going on in China, although the publications generally avoid anything that might paint a dark or pessimistic picture.

It is these translations that provide some of the most valuable information on significant developments in domestic policies. This is because the newspapers are one of the main methods used by the Peking regime to get party policy down to the Chinese people.

Numerous periodicals published in English and other foreign languages by the foreign language publishing house in Peking also are a source of information. These are available at nominal cost by subscription or on bookstands in many major cities of the world.

Most important of these is *Peking Review*, which describes itself as a "weekly magazine of Chinese news and view." It carries in whole or in part the most important foreign policy documents as well as those domestic policy matters the regime wants to make public outside the country.

The most authoritative of all the publications is *Red Flag* magazine, a fortnightly and the leading theoretical journal of the Communist Party's Central Committee. This is not published in English.

Evaluation Difficulty

Other sources of information on China are refugees and travelers. These are the most direct sources, but perhaps the most difficult to evaluate.

Most of the refugees willing to talk to newsmen usually possess little hard information about overall conditions inside China. To get any kind of picture entails interviewing a large number of refugees, a time-consuming task.

Another difficulty with refugees is that many of them often say what they think the interviewer wants to hear, regardless of the facts.

Travelers generally are not much better. Many, if not most of them, visit China and come out with a confirmation of the impressions they had going in.

Impressions, it seems, often match prejudices.

Probably the best sources among the various types of travelers to and from the China mainland are legitimate businessmen. They often are taken for extensive tours of factories and farms. Many of them are well-qualified to make comparisons especially in technological fields. And they often make good comparisons.

The trouble is getting them to talk. Most of them are reluctant to talk with newsmen unless they have a personal acquaintance. And even then most of them do not want to be quoted.

But those who will talk often give valuable information and impressions to the correspondent trying to keep tabs on China.

Not a One-Man Job

Evaluation of all the information that is available is beyond the ability of one man, or two or three. This is where the experts — men who devote their full time to studying China or some specific area of Chinese affairs — come in.

A talk with a few of these people on a specific problem or event concerning China often can be of tremendous help in evaluating and interpreting.

Some inaccurate and often unfair dispatches about China are written by correspondents in Hong Kong, Tokyo and other listening posts on the rim of the Bamboo Curtain. The ultimate responsibility rests with the author. But the blame must be shared by the Communist Chinese regime itself, which refuses to permit the vast majority of correspondents covering Asia to have a firsthand look at China.

Even the few Western correspondents permitted to maintain residence in Peking do not get much opportunity to do any real digging and reporting. They can travel but only by special permission. Their travel is severely restricted.

Their access to sources, according to some newsmen who have worked in China in recent years, is limited severely. They usually get only official Peking reports which also are received by newsmen outside China through the official broadcast services of Peking Radio or New China News Agency.

(From Journalism Alumni News, University of Missouri.)

THE OVERSEAS PRESS BULLETIN

Bulletin Committee Chairman:
Lawrence F. Mihlon

Managing Editor: Sibby Christensen

'Tiny Alice' (Cont'd fr. pg. 1)

"It is a pleasure to work with these men," Albee declared. "They give me the impression they have given me my head; allowed me to make my own mistakes."

Underlining the unique theatrical working relationship, Schneider said of Albee: "I knew what he wanted. He expressed himself very clearly. He has trust in others."

In returning theatre to the playwright Barr said the relationship between the three has been "crucial and essential" to get away from a system that grew up over 25 years in which each element was supreme in the production of the play, rather than the rightful element, the playwright.

Albee described both Barr and Schneider as each one and one-half of the four good directors and four good producers in America today.

Asked his impression of critical reviews of his plays, Albee said he "probably takes from the reviews what makes me seem more intelligent." He said he has reached no composite conclusion on reviews of "Tiny Alice." He said he has been "annoyed" by the overattention paid to "symbol hunting or allegory search" in his new play. "My intention is that the audience should experience the play without symbolism. I have written about action and experience, not allegory."



Alan Schneider

ALAN SCHNEIDER: Kay Kato's drawing of the "Tiny Alice" director.

PRESIDENT'S COLUMN

Adele Nathan is at work putting our Club archives in order as we go into a second quarter of a century. Our treasures are numerous. Some of the tapes of Club events are unique footnotes to history. Notable in this category is the recent one made on the twentieth anniversary of the Bulge when Gen. Lightning Joe Collins, General "Nuts" MacAuliffe of Bastogna, Connie "The Longest Day" Ryan, Hal Boyle and a legion of others reported that event as they had lived it.

The gallery of photos of foreign correspondents in the 10th floor Bistro Room is a who's who of twenty-five years of journalism around the world.

Elsewhere on our walls you will see other valued possessions. Next time you are in the 9th floor Richard Harding Davis room take a look at the two Frederic Remingtons ("The Correspondent", painted in 1904, and signed; "Kitchner at Khartoum", unsigned, exhibited in London in 1955 at Elegance Militaire). Remington, the son of a newspaper publisher in Ogdensburg, N.Y., was the great pictorial historian of the Wild West and is described by Collier's Encyclopedia both as "the Richard Harding Davis of American illustration" and also as superior to all other Americans except Winslow Homer as "an illustrator of life in the open".

* * * *

Not many clubs have members who can refer to "my son, the ambassador" but the OPC is one. Dorothy Gordon, a TV veteran, mother of United States Ambassador Lincoln Gordon (to Brazil), can say that. We hope to have both at a luncheon soon.

Barrett McGurn

WORLD-WIDE TICKER

Edited by JERRY KRISKA

WASHINGTON..from JESSIE STEARNS

May Craig outbid everyone else at Lyndon Johnson's ranch party for the press for the bullhorn used by the President in his campaign — but she doesn't expect to keep it long. May was highest bidder, paying \$126.50 for it. Then the President looked at it longingly, and said: "You know, May, that's historic." She says she'll be glad to donate it to his library when it's built.

Arthur Moore, senior correspondent in McGraw-Hill's Washington bureau, was named its chief and manager. He succeeds George Bryant, who will manage the firm's Washington affairs . . .

Helen Nash left for Lima for three months to help the Peruvian Government establish a public relations department for its tax administration. She will maintain her own P.R. firm here, at 3327 N. Street, N.W.

National Press Club's presidency was contested at the annual election for the first time in three decades. William Blair, NY Times, ran against the man who had gone up the ladder by serving in various offices: Clark Mollenhoff, Cowles Publications. Blair won by a 7-vote margin. The election didn't bring out the membership for the first time in many years.

Some members called it a contest of new "liberals" against old "conservatives." Others feel Blair movement was a "revolt" within the club, and had support of President Joe Dear, Dear Publications. It was Dear who took the fight

to club's membership earlier in year to permit seating of women reporters on the floor at press conference luncheons. Mollenhoff voted with board of governor's majority not to admit women.

Others elected are: Windsor Booth, National Geographic, vice-president; Edward W. Scripps II, Scripps-Howard, secretary; Joe Gambatese, Nation's business, treasurer. Effective Jan. 1 dues went up by 25 per cent.

Ollie Atkins, Saturday Evening Post, was reelected president, and Maurice Johnson vice-president of the White House News Photographers Association. C. Ed Alley, UPI, was reelected secretary, and Byron Rollins, AP, treasurer.

Ralph deToledano is a busy correspondent. After writing his daily column for King Features, he goes home and works on three books . . . Stephen J. McCormick, vice-president of Mutual Broadcasting Co., is new chairman of Radio & Television Correspondents' galleries for 1965. He succeeds Wells Church, CBS News. Others elected were J.W. Roberts, Time-Life broadcasting, vice-chairman; John Rolfson, ABC News, treasurer.

Hope Chamberlin was named director of the National Society of Public Accountants . . . Charles Garland's recent speech on "National Capitalism" in Washington was selected as one of the "Vital Speeches of the Day," and published as such by City News Publishing Co., New York.

(Cont'd on page 8)

Placement

Major Foreign Cities:

A-316 Wanted: Free lance and Part-time fashion correspondents for trade publisher. Skilled free-lance photographers also wanted. Correspondents to report monthly on items of fashion interest for home & family made locally but potentially saleable elsewhere. Professional photos to make night shots with full detail of shop windows, submitting 6x10" glossies with orig. neg. To work with local correspondents on assignment basis. Both wanted in following: Johannesburg, Copenhagen, Calcutta, Vienna, Istanbul, Cairo, Santiago, Rio de Janeiro, Athens, Stockholm, Mexico City, Tokyo, San Juan, Istanbul, Kobe, Teheran, Beirut, Honolulu, Nice, Osaka. Mail inquiries to Jules Gordon, WINDOW SHOPPING THE WORLD, 545 Fifth Ave., New York, N.Y. 10017.

New York City:

A-315 Wanted: Fin. P.R. writer with placement ability, 3 to 4 yrs. bus. news exp., for financial P.R. agency; Salary: \$8,000-10,000.

A-314 Wanted: Basic fin. writer, heavy on originating bus. news stories & features for P.R. agency. Salary: \$10,000-12,000.

A-313 Wanted: Writer with 2 to 3 yrs. Radio-TV news writing exp. for major P.R. agency. Must be facile writer with knowledge broadcast news style. Salary: \$8,000-10,000.

A-312 Wanted: Young P.R. man to handle press relations for industrial World's Fair exhibit and if successful in job to head up N.Y. P.R. office for sponsoring company on continuing basis. Good press contacts, news writing ability, creative mind, newspaper or other editorial exp. Salary: \$10,000-12,000.

A-311 Wanted: P.R. professional with overseas contacts, news and/or P.R. exp.; familiar with wire services, fin. -bus news writing. Emphasis on Europe, Japan, Australia, New Zealand. For P.R. agency with heavy industry accounts. Salary: \$15,000 up, depending on exp. & ability. Share of business added incentive for right man.

A-310 Responsible P.R. position opening in int'l hq major pharm. firm: Requirements include substantial overseas working exp. in indus. P.R., in addition to journalism; some language skills; working exp. or educ. in

pharm. or med. field or in biological science; suitable writing skills, creativity, capacity to work with people of other nationalities. Submit resumes; state salary requirements.

A-309 Wanted: Young P.R. practitioner, versatile, with good press contacts, handle releases, write speeches, program activity. For major publishing house. Salary open.

A-308 Wanted: Writer-Editor for nationally known, high-quality investment advisory service. Must write to highest standards of logical and factual accuracy. Helpful but not required: exp. in writing to sophisticated bus. audience. Room to develop into editorial & production work, if desired. Salary: \$9,000-13,000.

A-307 Wanted: Library ass't. Good Spanish & English essential; prefer some news exp. Salary: About \$450 per mo.

Please write c/o Box No. attention S.E. Korsen, Placement Com. Chairman, Overseas Press Club. Only members' resumes will be forwarded directly to advertiser. Also, please contact chairman by mail at OPC or by phone (MU 7-4100) re any openings you may wish to have advertised in Bulletin on cost-free basis.

Classified

FOR RENT. Desk space in furnished office, teletype, etc. Natl. Press Bldg. Washington. Write Young, Box 19, Anderson, S.C. for details.

SUMMER TRADE - June 10 - Sept. 10, luxurious 5 bedroom lake-side air conditioned home in Hollywood, Florida, with dock & 25 foot Chris Craft cabin cruiser; swimming pool and cabana. Would exchange for same length of time 3 bedroom apartment with terrace East side or suburban home within 50 miles of NYC or home on French or Italian Riviera. Box 324.

WANT APARTMENT, reasonable sublet, 1 mo. beginning Jan. 25. Ann Turner Bruno, UN 1-7888.

MAIL or DELIVER TYPED COPY to the Bulletin Office by Monday Noon, including name and address - Items will not be taken by telephone. Rates are 50¢ a line.

NEW MEMBERS ASSOCIATE

Barney G. Cameron - Business Manager, The Pittsburgh Press, Pittsburgh, Pennsylvania.

John H. Esterline - Public Affairs Officer and Chief, USIA, Manila, Philippines.

William Hanway - Assistant General Manager, International Edition, The New York Times, Paris, France.

Chang-Ho Kong - Correspondent, The Oriental Daily News (Dong-A Ilbo), New York, New York.

P. K. Macker - Publisher, Herald Publications, Inc., Manila, Philippines.

Nathan Yanai - Public Information Officer, Government of Israel, New York, New York.

AFFILIATE

Jacquelyn Low - Dir. of Public Relations and Advertising, Cabot, Cabot & Forbes Co., Boston, Massachusetts.

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PEOPLE & PLACES

By BETTY ETTER

ON THE GO: Dr. Henry Singer is off for the West Coast and Mexico on a lecture tour for Advanced Management seminars . . . **Elliseva Sayers** is back in New York from Dublin and London, where she visited the Guinness and Harp breweries and caught up with old Fleet Street friends in spite of the fact that for two and a half days there was no telephone service at London's Ritz Hotel, where she was staying.

NEW POSTS: Changes at the NY Herald Trib include **Nat Kingsley**, former associate managing editor, financial, to national editor, and **Ralph Jules Frantz** from telegraph editor to acting suburban editor, in charge of the special Brooklyn-Long Island section . . . **John Mack Carter**, former editor of McCall's has been named editor in chief of Ladies' Home Journal, with **Robert Stein**, former editor of Redbook, succeeding him on McCall's . . . **Porter McKeever**, previously director of information of the Committee for Economic Development, is now executive vice president of the United Nations Association . . . **Joe Grossman** has left the staff of the Atlantic City (N.J.) Press to become administrative assistant to Rep. Thomas C. McGrath, Jr.; will headquarters in Washington . . . **Lou Cioffi** is leaving Paris, where he's been ABC's bureau chief, for a similar assignment in Tokyo . . . **Ken Giniger**, founder of Hawthorn Books, who resigned as prexy of that firm before its sale by Prentice-Hall at the end of 1964, has organized a new book company, the K.S. Giniger Company, Inc., with offices at 100 Avenue of the Americas, NY, and a London office to be opened shortly. The first books under the new imprint will appear in the fall. Meanwhile Ken will be represented on spring lists by a new anthology, "What Is Protestantism?" edited by him in collaboration with Dr. Walter Russell Bowie, to be published in March by Franklin Watts.

BOOKS: A third edition of "Effective Public Relations" by Scott Cutlip and **Allen H. Center**, out via Prentice-Hall . . . "A New Guide to Rollei Photography" by photographer **Fritz Henle**, published by Viking, is his 15th book and he's already at work on No. 16, while two of his photographs have been accepted by the Museum of Modern Art for its permanent collection.

ARTICLES: OPC bylines in February Reader's Digest include **Art Buchwald**, **Clarence Hall**, **George Kent**, **Carl Sandburg**, **Oscar Schisgall** and **Lester Velie**.

SPEAKERS: **A. Wilfred May**, executive editor of the Commercial and Financial Chronicle, presided at a Jan. 9 luncheon forum of the Harmonie Club on "What's Ahead for Your Investments?" Speakers were **Leo Cherne**, exec director of Research Institute, and Dr. John W. Harriman, economist of Tricontinental . . . Public relations in the Congo was the subject of a talk by recently returned **Kenneth Miller**, who spent 18 months as press and p.r. adviser to former Prime Minister Cyrille Adoula. The talk, part of a course in practical p.r., was given Jan. 21 at the Ballard School of the YWCA.

HONORS: **Donald L. Mulford**, associate publisher of the Montclair (N.J.) Times and executive v.p. and secretary

of the Verona-Cedar Grove Times, elected president of Quality Weeklies of New Jersey, a 41-newspaper group . . . **Charles Gillett** and Laurence Rockefeller cited for the "Most Original Travel Idea for 1964" by the Midwest Travel Writers Association . . . **Eddy Gilmore** and his wife Tamara hosted the King and Queen of Greece at Claridge's in London while Eddy was developing an AP newsfeature on a day with the royal couple. It was during this lunch that the King admitted he knew nothing about wines and handed the wine list to Eddy who, unfazed, passed the decision-making on to the waiter.

OOPS! It wasn't UCLA to which **Theodore Kruglak** has been appointed director of the School of Journalism, but USC, says **Wendell Sether**, who describes himself as founder and prexy of the Society Against Easterners Who Confuse the Two Schools.

WORLD-WIDE TICKER

(Cont'd from page 6)

LONDON from **BOB TUCKMAN**

Roderick Macleish, chief European correspondent of Westinghouse Broadcasting Co., was elected 1965 president of the Association of American Correspondents in London. He succeeds Sheward Hagerty, chief of Newsweek's London bureau.

Other officers elected were: **David Culhane**, Baltimore Sun, vice-president; **Arthur Veysey**, Chicago Trib, secretary; and **Joan Graham**, Baltimore Sun, treasurer. New executive committee: **Fernand Auberjonis**, Toledo Blade; **Joseph Fromm**, US News & World Report; **Daniel Gilmore**, UPI; **George Sherman**, Washington Evening Star; **Robert Tuckman**, AP; **Charles Smith**, Hearst Newspapers; **Gene Sherman**, LA Times; **Sheward Hagerty**.

Anthony Lewis, NY Times' new London chief, is busy house-hunting — a formidable task here. Formerly in Washington, Lewis succeeds **Sydney Gruson**, now on Swiss holiday before heading for New York to become Times' foreign editor.

ROME from **ALAN McELWAIN**

Stampa Estera (Foreign Press) elections for new Council will be held Jan. 25; nominations committee is busy assembling candidates. **Patrick Smith**, (BBC-London), president, doesn't want to be reelected. Members who appreciate merit at the top hope Smith will change his mind. He and his committee, with senior vice-president, **Bill Sunderland**, UPI bureau chief, got a great deal done last year. For a start they got club's

previously deflated finances back into the black, enabling the club to revive its children's Christmas party, which had been cancelled the year before through lack of funds. Invitation tours abroad for members, with trips to Greece and Yugoslavia, sponsored by the respective governments, were started in '65. A trip to Germany is contemplated for this year.

Michael Wilson, Radio Free Europe, is back in Rome after an operation in London. He has since gone out of the city to continue convalescence. When Wilson left for London, his doctors feared he was suffering from malignant infection. It turned out that he wasn't. His wife, Paddy, Rome correspondent for London Evening Standard, went to England with him, stayed till his release from the hospital, then came on ahead of him to get all set for Christmas.

MOSCOW from **JAY AXELBANK**

Henry Shapiro, UPI bureau manager, is back from a tour of Israel, during which he delivered lecture course on the "Press and Soviet Society" at University of Tel Aviv. Mrs. Shapiro also gave two lectures on Soviet literature.

New Moscow correspondent is **Stephen Rosenfeld**, Washington Post. He has been with Post five years, two of them as foreign affairs editorial writer . . . Another newcomer is **Vincent Burke**, LA Times. Burke is Times' first permanent correspondent here. He was with UPI from 1947 until he joined Times in October . . . **Richard Clark**, UPI TV director for Europe, came here for talks with Soviet TV officials.